



**Faculty of Administrative Science & Policy Studies
Universiti Teknologi MARA**

Title of Research

**Factors Influencing Intention of Youth to Donate Blood:
A Case Study at UiTM Melaka City Campus**

**Nurmazlina Binti Mohd Isa (2010297592)
Siti Safwanah Binti Misri (2010409824)**

Name of supervisor

Madam Siti Melinda Binti Haris

July 2013

**CLEARANCE FOR SUBMISSION OF THE RESEARCH PROPOSAL BY THE
SUPERVISOR**

Name of Supervisor: Madam Siti Melinda Binti Haris

Title of Research Report: Factors Influencing Intention of Youth to Donate Blood:

A Case Study at UiTM Melaka City Campus

Name of Student I: Nurmazlina Binti Mohd Isa

Name of Student II: Siti Safwanah Binti Misri

I have reviewed the final and complete research proposal and approve the submission of this report for evaluation.

Date:

Acknowledgement

Alhamdulillah, our highly grateful to Allah S.W.T. for giving us strength to complete this research proposal. We also would like to express our compliments to Rasullullah S.A.W.

We have taken efforts in completing this research proposal. However, it would not have been possible without the kind support and help of many individuals. We would like to extend our sincere thanks to all of them.

We are highly indebted to Mdm. Siti Melinda Binti Haris for the encouragements and constant supervision as well as for providing necessary information regarding the project.

We wish to avail ourselves of this opportunity, express a sense of gratitude and love to our parents for their encouragement, motivation, financial support, and for everything. The research proposal is nothing without them who contribute for this research proposal.

Last but not least, our thanks and appreciations also go to our friends and classmates as they give useful information and knowledge regarding our research proposal on the factors that contribute to bullying cases. Our thanks also go to people who rendered their help with their abilities whether directly or even indirectly during the period in completing this research proposal.

Wassalam.

Nurmazlina Binti Mohd Isa
Siti Safwanah Binti Misri
Bachelor of Administrative Science (Hons)
Faculty of Administrative Science & Policy Studies
Universiti Teknologi Mara, Bandaraya Melaka.

Declaration

We hereby declare that the work contained in this research proposal is our own except those which have been duly identified and acknowledged. If we are later found to have committed plagiarism or other forms of academic dishonesty, action can be taken against us under the Academic Regulations of UiTM's.

Signed

Name: Nurmazlina Binti Mohd Isa (2010297592)

Name: Siti Safwanah Binti Misri (2010409824)

CHAPTER 1

INTRODUCTION

1.1 Introduction

Nothing is comparable to the preciousness of human blood. In this new era, although there are many modern and advance technology to produce something, but there is no factory that can manufacture blood. Human blood has no substitute. It is only in human beings that human blood is made and circulated. For those who are requiring blood for saving their lives, sharing from other family and fellows is the only means. Requirement of safe blood is increasing and regular voluntary blood donations are vital for blood transfusion services. Blood collection and transfusion are crucial to the functioning of a self-sufficient community based healthcare system in the Malaysia and the world.

Therefore, there are researches who studied about blood donation. It is critical to understand motivators to blood donation. There are many factors that motivate blood donation decision. Identifying distinctive target donor segments is perhaps a challenge, particularly as different donors have different characteristics and their motivations to donate blood would be different. First time donor and repetitive donor have different